

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:4319

ANSWERED ON:12.12.2016

Participation of ITPO in fairs abroad

Chavan Shri Ashok Shankarrao;Gaikwad Dr. Sunil Baliram;Gupta Shri Sudheer;Kirtikar Shri Gajanan Chandrakant;Mahato Shri Bidyut Baran;Radhakrishnan Shri T.;Raut Shri Vinayak Bhaurao;S.R. Shri Vijay Kumar;Shinde Dr. Shrikant Eknath;Shrirang Shri Chandu Barne;Singh Shri Kunwar Haribansh;Yadav Shri Dharmendra

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether India Trade Promotion Organization (ITPO) has organized trade fairs and exhibitions in other countries;
- (b) if so, the details thereof along with the total number of trade fairs and exhibitions organized by ITPO in other countries, country-wise;
- (c) whether ITPO has decided to participate in IM INTERMODA "International Apparel & Textile Fair at Expo Guadalajara Exhibition Centre, Guadalajara, Mexico;
- (d) if so, the details and the main theme of the said fair along with the total number of Indian companies participating in this fair and the benefits/business opportunities resulting therefrom; and
- (e) the steps taken/proposed to be taken by the Government to strengthen bilateral trade and economic cooperation between India and Mexico?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (INDEPENDENT CHARGE)
(SMT. NIRMALA SITHARAMAN)

(a) & (b) : Yes, Madam.

ITPO has organised and hosted a number of exhibitions and trade fairs in different countries. During 2015-16, ITPO organised 22 trade fairs and 16 trade fairs between April – November, 2016, at attached as Annex-I & II respectively.

(c) & (d) : ITPO has reported their keenness to participate in this Fair which is being organized by the Internacionales de la Moda, S.A. de C.V. Trade shows of IM-INTERMODA, Guadalajara, Mexico. The Theme of the Fair is "SHINE". India Trade Promotion Organisation (ITPO) and the Synthetic & Rayon Textiles Export Promotion Council (SRTEPC) plan to jointly organize India Pavilion in the event. The fair authority has allotted 300 sq. mtrs. for which the Synthetic & Rayon Textiles Export Promotion Council (SRTEPC) has already confirmed participation of 24 companies till date to the fair authority.

Under the focus LAC programme, the participation aims to provide support and business opportunities to Indian Companies, SMEs to showcase their products in promising Latin American Markets and project "Brand India" and "Make in India". IM-INTERMODA is a specialized exhibition that attracts more than 10,000 businessmen including top buyers from the world's leading apparel, textile buyers of fashion wear manufacturers and service providers.

India's participation will bring together Mexican and International companies, manufacturers, Importers and distributors. It is intended to publicize the Indian brand and expand business contacts in the highly potential Latin American Market.

(e) : The Mexican economy is strongly linked to those of its North American Free Trade Agreement (NAFTA) partners, especially the United States. A delegation led by Commerce Secretary has visited the Mexico City for participation in the 4th Bilateral High Level Meeting which was held in Mexico City on 13-14th July, 2016 to discuss the Trade and Investment issues with Mexican side.

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ANNEXURE I

ITPO's Overseas Exhibitions organized during FY 2015-16

1. USA

â€ National Hardware Show, Las Vegas (USA)

â€ Summer Fancy Food Show, New York (USA)

â€ AAPEX, Las Vegas (USA)

2. Colombia

â€ Feria Del Hogar/Home Fair, Bogota (Colombia)

3. Chile

â€¢ India Sourcing Fair, Chile
 4. Panama
 â€¢ Expocomar, Panama City (Panama)
 5. UAE
 â€¢ Beauty World, Dubai (UAE)
 6. Tanzania
 â€¢ Dar-es-salam International Trade Fair
 7. Saudi Arabia
 â€¢ Foodex Saudi, Jeddah (Saudi Arabia)
 8. South Africa
 â€¢ Africa Big Seven/SAITEX, Johannesburg (South Africa)
 9. Egypt
 â€¢ Cairo International Fair, Cairo (Egypt)
 10. Greece
 â€¢ Thessaloniki Intl. Fair, Thessaloniki (Greece)
 11. Malaysia
 â€¢ Global Indian Festival, Kuala Lumpur (Malaysia)
 12. Japan
 â€¢ India Home Furnishing Fair, Osaka (Japan)
 â€¢ India Garment Fair, Osaka (Japan)
 13. Kazakhstan
 â€¢ India Sourcing Fair, Almaty, Kazakhstan
 14. Italy
 â€¢ Fiera Del Levante, Bari (Italy)
 â€¢ AFL' Artigiano, Milan (Italy)
 15. Germany
 â€¢ MEDICA, Dusseldorf (Germany)
 â€¢ ANUGA Food Fair, Cologne
 16. Sri Lanka
 â€¢ India Sourcing Fair, Sri Lanka
 17. Australia
 â€¢ Sydney Royal Easter Show, Sydney

ANNEXURE-II

ITPO's Overseas Exhibitions organized from April - November 2016

1. USA
 â€¢ National Hardware Show, Las Vegas (USA)
 â€¢ Summer Fancy Food Show, New York (USA),
 â€¢ AAPEX , Las Vegas (USA)
 2 UAE
 â€¢ Beauty World, Dubai (UAE),
 3. IRAN
 â€¢ Iran Agro Food & Food Bevtch, Tehran (Iran),
 4. MALAYSIA
 â€¢ 14th Global Indian Festival , Kuala Lumpur (Malaysia)
 5. SOUTH AFRICA
 â€¢ Africa Health, Johannesburg (South Africa)
 â€¢ Africa Big Seven /SAITEX, Johannesburg, (South Africa),
 6. JAPAN
 â€¢ 27th India Home Furnishing Fair, Osaka (Japan),
 â€¢ 37th India Garment Fair, Osaka (Japan),
 7. COLOMBIA
 â€¢ Feria Del Hogar/Home Fair, Bogota (Colombia)
 8. GREECE
 â€¢ Thessaloniki Intl. Fair, Thessaloniki (Greece)
 9. ITALY
 â€¢ Fiera Del Levanta, Bari (Italy)
 10 FRANCE
 â€¢ SIAL Food Fair, Paris (France)
 11 SAUDI ARABIA
 â€¢ FOODEX SAUDI, Jeddah (Saudi Arabia)
 12. GERMANY
 â€¢ MEDICA Dusseldorf (Germany)
